

INTERNATIONAL TRADE EXHIBITION for the REBUILDING of IRAQ 3 – 6 April, 2006

Dear Industry Specialist:

Kallman Worldwide, Inc., together with the IFP Group Ltd., invite you to participate in REBUILD IRAQ 2006, the 3rd International Exhibition and Conference program for firms seeking to play a role in the reconstruction and growth of the Iraqi infrastructure and commerce. The four-day event takes place April 3-6, 2006 in Amman, Jordan, the acknowledged gateway to Iraq, and the scene of several successful tradeshows targeting the emerging Iraq market. Among them are the hugely successful REBUILD IRAQ 2005, and OUTREACH 2004, organized by Kallman Worldwide.

The upcoming show has the full support of the U.S. Department of Commerce as well as the U.S. Embassies in Amman and Baghdad, who have termed "REBUILD" as "an ideal trade forum and meeting place bringing together buyers, manufacturers, suppliers and contractors". Amman is home to more than one million Iraqi ex-pats who form the foundation of business and service conduits directly to Baghdad and the major commercial centers in Iraq. The Jordanian capital offers easy access, ample hotel and visitor amenities and a supportive, business-friendly local government.

The 2005 REBUILD IRAQ exhibition attracted almost 1000 exhibitors from 44 countries. They presented their products and services to over 13,000 trade visitors drawn from 50 countries. Expectations for the upcoming show exceed those figures and all but guarantee a spectacular event.

U.S. manufacturers supplying all phases of the construction, oil and gas, water treatment and delivery, power generation and distribution, communication, agriculture, food and beverage industries will find a ready market as these sectors seek to regain normal operating conditions. Educational materials and computer equipment, as well as hospital supplies, equipment and fixtures, home furnishings and appliances are equally in demand as the economy improves and stability returns to the war-torn country.

Building on our 40+ years of international trade fair experience, Kallman Worldwide will organize a U.S. International Pavilion, providing a turnkey stand package that relieves you of all tedious detail and concerns. The package provides a hardwall stand with fascia/header with company identification, full carpeting, lights, basic furniture and daily stand cleaning. Our complimentary Concierge Service™ helps you to upgrade the stand and put your company's unique "personality" into your presentation at REBUILD IRAQ 2006. Kallman Worldwide is also your point of contact should you prefer to exhibit in the show at large. Please look over the enclosed detailed material and share any questions on any aspect of your participation with me. Hoping we can welcome you to Amman in April, I add

Most friendly greetings,

Gerri Cozic

Gerri Cozic
Show Manager



Kallman Worldwide Inc.

4 North Street, Suite 800 • Waldwick, NJ 07463 USA
+1 (201) 251-2600; fax +1 (201) 251-2760
info@kallman.com; www.kallman.com

US INTERNATIONAL PAVILION

EXHIBIT PROFILE

Be a Key Player in the World's Greatest Reconstruction Effort

REBUILD IRAQ 2006 will highlight the most ambitious reconstruction project of our time. It will be the largest and most comprehensive Iraq reconstruction trade event ever held. Traders eyeing Iraq's huge reconstruction process and the billions of business dollars it is generating will be able to display their products. REBUILD IRAQ 2006 will underscore the vast scale of reconstruction needs in Iraq.

Key Sectors exhibiting are:

Construction, Power & Electricity, Oil & Gas, Agriculture & Water, Health and Education, Telecommunications & Information Technology as well as general products, goods and services.

U.S. PAVILION AMENITIES

The U.S. International Pavilion includes a number of amenities that are designed to enhance your exhibiting experience. Along with the pre-show and on-site service of Kallman Worldwide's knowledgeable staff, all of our clients will enjoy the following complimentary services:

- Exhibitor Lounge with complimentary refreshments
- Business Centre with multi-lingual interpreters
- Conference rooms for private meetings or sales presentations
- U.S. VIP Reception attended by exhibitors and local dignitaries
- Listing in the U.S. International Pavilion Directory – Internationally distributed by Kallman Worldwide and the U.S. Government in advance of the show as well as on site

Kallman Worldwide is working closely with the U.S. Department of Commerce's Foreign Commercial Service (FCS), who will have trade specialists from Baghdad and Amman on-site to brief companies and arrange one-on-one meetings on how to most effectively become involved in doing business in the new Iraq as well as Jordan. Exhibitors will also be able to meet and appoint Iraqi, Jordanian and other Middle East agents and distributors during the show. The FCS Industry Specialists are excellent resources with years of in-country experience, who are able to provide market analysis and predict market trends that savvy international marketers have come to rely on.



EXHIBITING OPTIONS

REBUILD IRAQ2006

Space Only

For companies wishing to build their own corporate display the U.S. International Pavilion offers "space only" areas ranging from 36m² and up. Use your own stand contractor or let Kallman Worldwide's *Concierge Services™* work with you from concept to design, set-up to tear-down.

US \$425m² (36m² +)

Turn-Key Stands

A high-impact design, easy and affordable, the Pavilion Turn-Key Stand package allows you to focus on your clients while Kallman Worldwide takes care of the exhibit details.

Turn-key stands come complete with:

- Hard-wall display
- Company identification
- Furniture package including: conference table; four chairs; lockable sales counter; literature rack and waste bin
- Wide variety of optional furniture also available
- Daily cleaning
- Lighting

US \$550m² (Starting at 2mx3m)



Upgraded Turn-Key Stands / Custom Builds

Kallman Worldwide's *Concierge Services™* will work with you to modify the existing turn-key stand design to your specific requirements. Integrated private conference rooms, video walls, specialized signage or color scheme, and upgraded furniture packages are among the many ways Concierge Services can make your exhibit stand out!

Starting at US \$550m² (upgrades quoted upon request)

Pavilion Catalog Display

If participating directly at Rebuild Iraq 2006 is not possible, you needn't miss the branding and lead generation opportunity. Located in a high-traffic area the Catalog Display is staffed by experienced personnel who hand out your material and collect business leads that are sent directly to you.

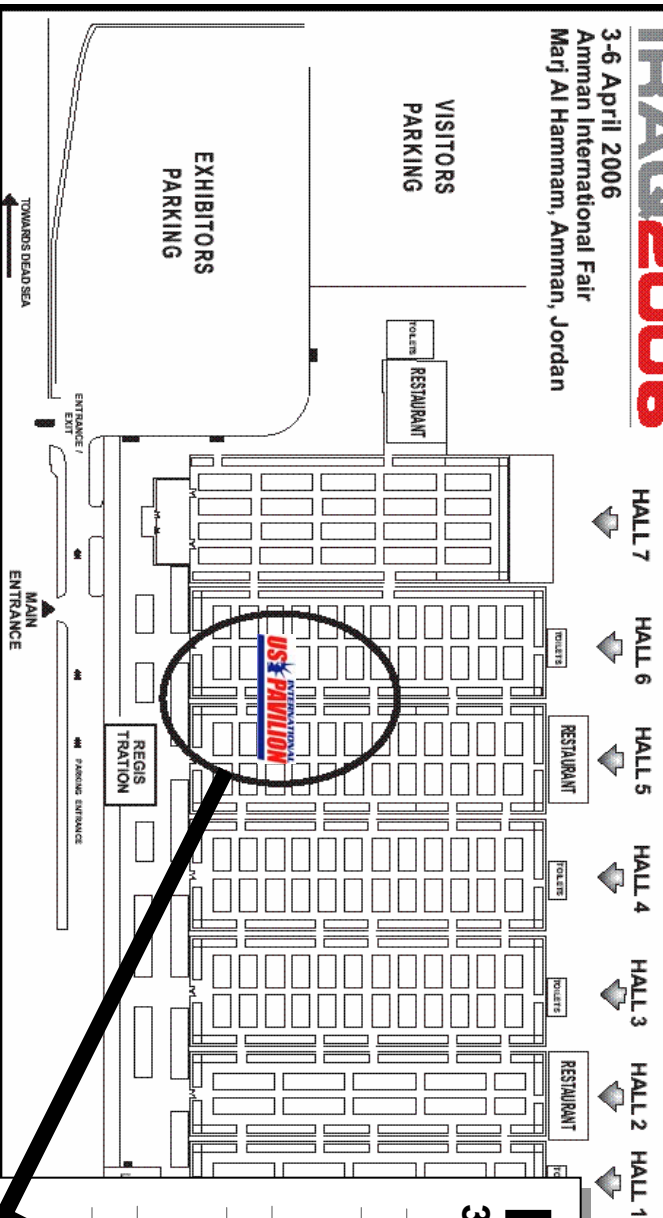
Program Participation US \$500 for 150 catalogs



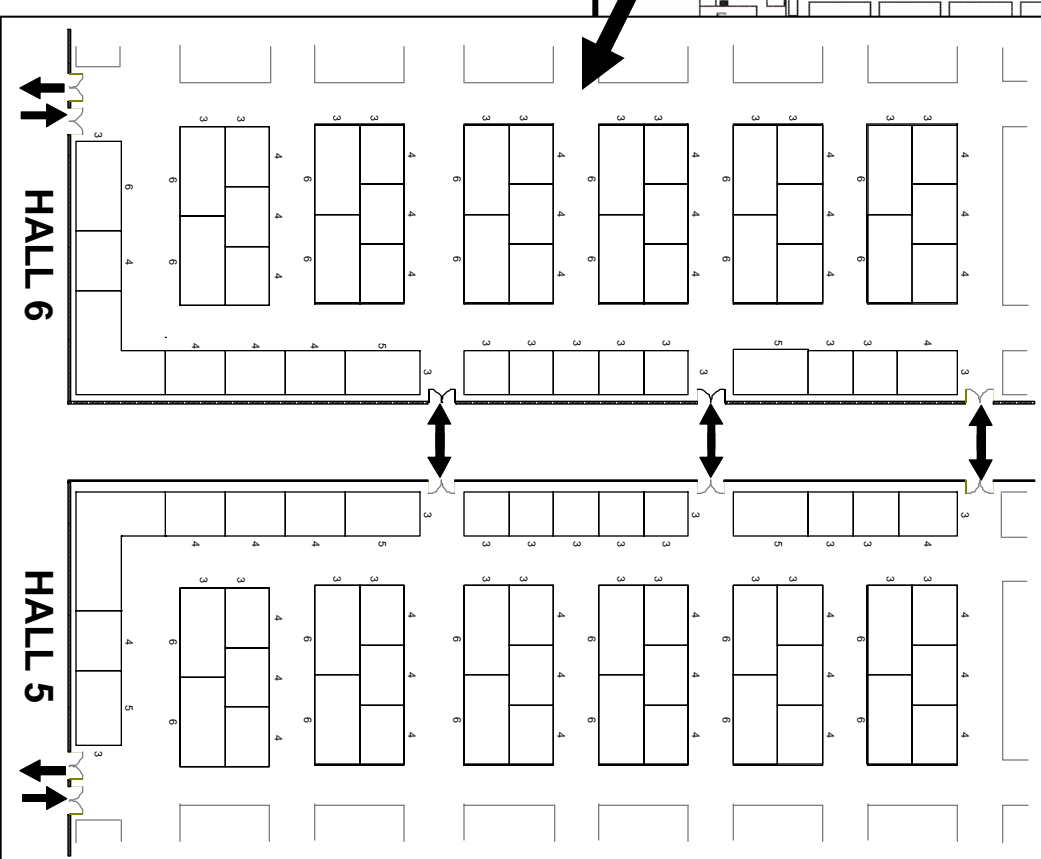
REBUILD IRAQ 2006

3-6 April 2006
Amman International Fair
Marj Al Hammam, Amman, Jordan

GENERAL SITE PLAN 31,200 Sq.m Gross Covered Exhibition Area



REBUILD IRAQ 2006 3-6 April, 2006 USA Pavilion



The U.S. International Pavilion at **REBUILD IRAQ 2006** will be one of the largest national groups in the show. The pavilion is designed to accommodate U.S. companies, their agents and distributors. For an up-to-date plan including available space, please contact Ms. Gerri Cozic at Kallman Worldwide Inc.



Kallman Worldwide Inc.
4 North Street, Suite 800
Waldwick, NJ 07463 USA
+1 (201) 251-2600; fax +1 (201) 251-2760
gerric@kallman.com; www.kallman.com